

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 13, 1997

RJR Account #088080
Ms. S. Marabito
J. A. CALDERON CO.

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear Shelia:

SALEM .30¢ tear tape product has been ordered, as well as 30 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	0.4890
SKU WT (w/o Product):	1.4480 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51862 3174

JULY DELIVERY
SALEM TEAR TAPE
J. A. CALDERON CO.

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	Full Flavor	2
12300-12439	Light	2
12300-12239	Full Flavor 100	2
12300-12539	Light 100	2

Product / Premium Arrival: June 30, 1997
Ship Date to Retail: Week of: July 14, 1997

EFT \$ Amount: \$2,862.58
Non-EFT \$ Amount: \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.**

JULY DELIVERY

51862 3175

AUGUST DELIVERY
SALEM TEAR TAPE
J. A. CALDERON CO.

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	Full Flavor	2
12300-12439	Light	2
12300-12239	Full Flavor 100	2
12300-12539	Light 100	2

Product Arrival: August 4, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: August 18, 1997

EFT \$ Amount: \$2,862.58

Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

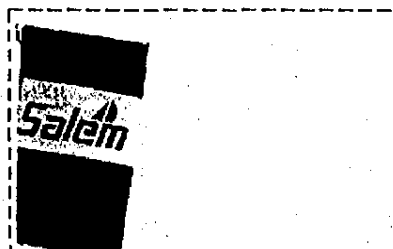
AUGUST DELIVERY

51862 3176

RETAIL CUSTOMER LIST

51862 3177

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM				TOTAL NO. OF STORES (DISPLAYS)
									FF	LT	100	100	
268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	88080	J. A. CALDERON CO.	0	5	5	5	5	1
539162	STOP N SHOP	692 MANITOU RD	HILTON	NY	14468	88080	J. A. CALDERON CO.	0	3	3	3	3	1
679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	88080	J. A. CALDERON CO.	0	1	1	1	1	1
684550	RTESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	88080	J. A. CALDERON CO.	0	1	1	1	1	1
764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	88080	J. A. CALDERON CO.	0	4	4	4	4	1
268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	88080	J. A. CALDERON CO.	0	2	2	2	2	1
268724	BI RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	88080	J. A. CALDERON CO.	0	1	1	1	1	1
268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	88080	J. A. CALDERON CO.	0	1	1	1	1	1
268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	88080	J. A. CALDERON CO.	0	2	2	2	2	1
268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	88080	J. A. CALDERON CO.	0	2	2	2	2	1
269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	88080	J. A. CALDERON CO.	0	4	4	4	4	1
415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	88080	J. A. CALDERON CO.	0	2	2	2	2	1
481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	88080	J. A. CALDERON CO.	0	3	3	3	3	1
505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	88080	J. A. CALDERON CO.	0	1	1	1	1	1
510617	HIGHLAND MINI MARKET	834 SOUTH AVE	ROCHESTER	NY	14620	88080	J. A. CALDERON CO.	0	2	2	2	2	1
524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	88080	J. A. CALDERON CO.	0	3	3	3	3	1
549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	88080	J. A. CALDERON CO.	0	5	5	5	5	1
559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	88080	J. A. CALDERON CO.	0	3	3	3	3	1
651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	88080	J. A. CALDERON CO.	0	3	3	3	3	1
652088	JOE'S DELI & FOOD MT	1306 1038 DEWEY AVE	ROCHESTER	NY	14612	88080	J. A. CALDERON CO.	0	1	1	1	1	1
660682	JUST FOR TODAY	25 FRANKLIN ST	ROCHESTER	NY	14604	88080	J. A. CALDERON CO.	0	1	1	1	1	1
705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	88080	J. A. CALDERON CO.	0	1	1	1	1	1
716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	88080	J. A. CALDERON CO.	0	1	1	1	1	1
728375	S&F MINI MART	642 MONROE AVE # 644	ROCHESTER	NY	14607	88080	J. A. CALDERON CO.	0	1	1	1	1	1
730966	TRANSIT FOOD MKT	1674 NORTON ST	ROCHESTER	NY	14609	88080	J. A. CALDERON CO.	0	1	1	1	1	1
737943	WATERFRONT DELI	26 LONG POND RD	ROCHESTER	NY	14612	88080	J. A. CALDERON CO.	0	1	1	1	1	1
743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	88080	J. A. CALDERON CO.	0	1	1	1	1	1
750449	S D MINI MART	3910 LAKE AVE	ROCHESTER	NY	14612	88080	J. A. CALDERON CO.	0	1	1	1	1	1
503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	88080	J. A. CALDERON CO.	0	2	2	2	2	1
722996	JW MALCHO ENTERPRISE	DBA THE STATION	MACEDON	NY	14502	88080	J. A. CALDERON CO.	0	1	1	1	1	1
						88080 Total			60	60	60	60	30



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51862 3178

07/14/97

ACCOUNT NUMBER: 088080	J. A. CALDERON CO.
VOUCHER NUMBER: 15360627	1467 MAIN ST E
DATE WRITTEN: 07/14/97	ROCHESTER , NY 14609
STATUS: PAID	
AMOUNT PAID: 56.00	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.00	56.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/A. ZECCA

51862 3179